

# Introduction to digitization

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## Abstract

India is a country that has maneuvered its way through tough times and hurdles. Sometimes, slowly, rapidly, but always moving forward. Since 2014, a few policy measures like Digital India, Skill India, Make in India have been unveiled while working to remove bureaucratic and red tapism and make the country more investor free.

We cannot completely accept that digitalization has changed India because when we see the whole part of a country, there are people who belong to different categories, like high, middle, low class people where as everyone can't be benefitted from this. So, digitalization should make sure that it reaches to every corner of the country. Government has played a very crucial role in the increment of training to rural people which has established national digital literacy mission (NDLM), which has been trained 5.2 million families by 2018. Due to govt. intervention, today most of the families are able to make online marketing and has improved drastically.

For online marketing, internet acts as a base where people should access internet and do online shopping. For this, internet should be available at low cost, so that even who all can utilize this facility. In spite of all this development, in India, there are 615 million mobile phone users and over 300 million of them have a smart phone based on technology. Internet network should be made available everywhere, so that it makes easy shopping everywhere.

*Key words:* Digitalization, Marketing, Direct marketing and digital marketing

When India's GDP was bouncing back to a growth rate 7.2%, it has once again become the fastest growing economic in the world.

## Introduction:

- **The Term Digitalization:**

The term digitalization was launched by the Prime Minister Sir Narendra Modi on 1<sup>st</sup> July 2015.

The objective of this paper is to understand the concept and how this tool connects rural areas with speed internet networks and improving digital literacy.

- **Digitalization Means:**

Digitalization means a normal person playing through the network of networks where he plays through digits in the tip of his or her fingers and made his or her life in an easy manner and leads life happily.

- **Digitalization in the field of marketing**

Market is the place where goods, commodities or services provided by the sellers and are swapped by the buyers for some value. Marketing has two kinds, either through virtual or through direct marketing. Nowadays, marketing has placed with digital marketing which may have a physical existence or a virtual one, either it may be a local or global one.

- **When did marketing evolve:**

Marketing concept was introduced after world war 2 as the customers could afford to be selective and buy those items based on the choice.

- **Objectives of Digital Marketing:**

It increases sales turn over, improves conversion rate, percentage of return visitors to website, organic traffic volumes, reduce bounce read.

**Advantages of Digital Marketing**

1. Level playing field
2. Reduced Cost
3. Availability 24 x 7

**Disadvantages**

1. Promotion Strategy can be copied.
2. Too much competition.
3. Security issue and late delivery.

There are digital marketing apps available such as, Flipkart, Amazon, Snapdeal etc. Through digital marketing, people lose the power of bargaining.

**Introduction of digital finance:-**

India is a country where including human resources, financial resource are also play an important part of life. before money in the form of paper notes used to be with people but today there are only less notes for circulation where today is the day where people walk without money and carry a plastic card instead so this is gradually increase .banks were evolved during the Babylonian period where money was in the pits and banks and also the gold smith but now it is not at all available in people's hands.

**Objectives of digital finance:-**

1. Innovative and creativity
2. Invest in securities directly
3. Obtain relevant information

**Advantages of digital finance:-**

1. Good relation with customers
2. Simplified transations
3. Banking anywhere

**Disadvantages of digital finance:-**

1. Internet should be there
2. Lack of secrecy in terms of accounts details
3. Overdraft cannot be made except current account

**Digitalization transforming India in finance:-**

Nowadays people are enjoying digital finance because when compared to olden banks new banks with new items which makes life easier so many people are attracted to this so when people used to stand in queues for changing of notes at the time of demonetization people learnt about the use of the online payments but now everywhere digital payments are used so that transactions happen very quickly.

There are many apps which are used for digital payments those are NEFT, RTGS, IMPS etc.,

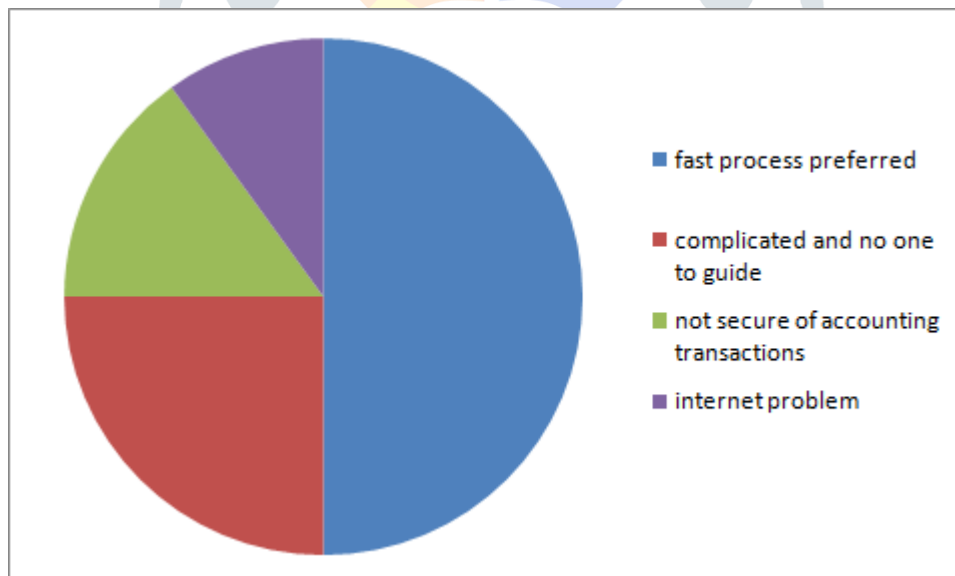
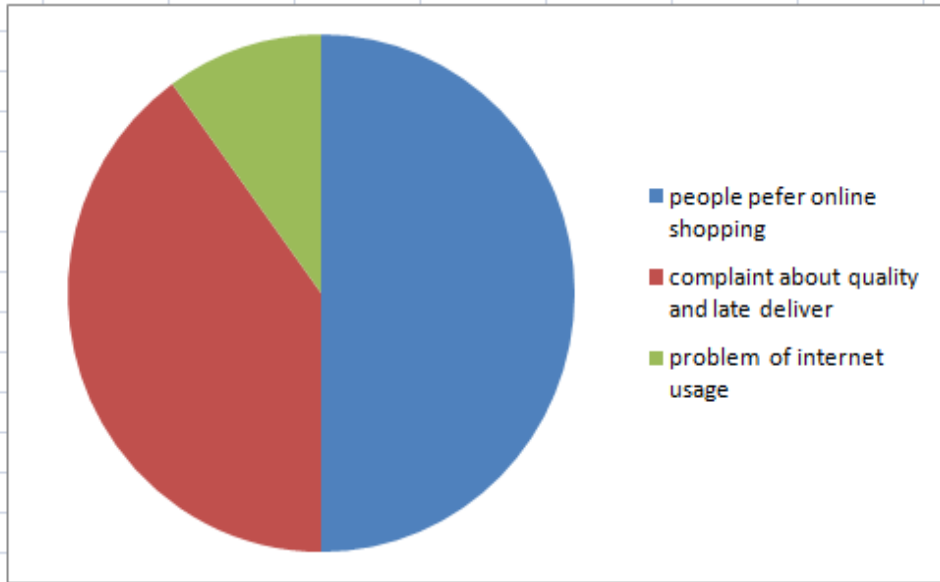
Many people talk about or complain about the secrecy of the transactions but when they use the app called e-lock which makes the transactions hide from other seeing it.

Online payments are not secure and not whole India is using it so banks should give training for their customers how to use their bank products and go digital then digitalization in financial system will grow.

This makes people carry only plastic cards for their transactions anywhere at any time so there is no need of carrying any physical money along with them.

Each and every bank has their own online products available for doing online business and online transactions .where financial system does not need any kind of person for transactions entry because digitalization takes care of any kind of transactions.

**Preferences of Indian Public**



The two pie diagrams give us an idea as to how people depend upon the marketing and finance in the form of digitalization where finance and marketing are interconnected to one another so without finance there is no marketing and without marketing there is no finance so it is very important to make sure that everywhere and at the every corner of the world digitalization should be used and special training should be done to ensure digitalization grows in a faster rate and people also will be developed...

**Conclusion**

However, digitalization is evolved by human beings but human beings should not be replaced by total artificial intelligence, then it will result in heavy unemployment. Digitization should be used only upto a point of convenience for speed and efficiency.

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